

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER

RFTOP#135 TITLE: “Usability and Online Focus Group
Testing of the NIH Senior Health Web Site”

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

Phone: 301-402-3073

Fax: 301-435-6101

Proposal Address:

6011 Executive Blvd., Room 529S

Rockville, MD 20892-7663

Billing Address:

Accounts Payable, OFM, NIH

Bldg. 31; Rm. B1B39

Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: 60 days from date of award.

C. PRICING METHOD: Firm Fixed Price – Firm should provide a single price. Please describe the methods to be employed and the estimated number of employee hours required. Firm rates for use of usability testing facilities and equipment. Describe the development of task scenarios, paper prototypes and number of cycles involved in refining a prototype.

Currently available funding is limited to \$25,000. If, in the opinion of your firm, this is not a sufficient amount to conduct a thorough evaluation, please specify how to best spend available funds, which tasks will remain undone, and the additional amounts necessary to complete the evaluation.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail. Please enter in the subject line the following text, “RFTOP# – Proposal.” A signed task order form will later be requested from the successful bidder.

E. RESPONSE DUE DATE: Thursday, May 22, 2003 at 5:00 PM EDT

F. TASK DESCRIPTION: The NIA Office of Communications and Public Liaison desires to conduct a usability study and an online focus group study of the NIH Senior Health website.

The usability study will be designed to answer questions about the way the new features impact older adults' use of <http://www.nihseniorhealth.gov> such as:

- How well does the “talking” function work, and how does it affect older adults' use of the web site?
- How well does the new home page function?
- How well does the new main menu page function?
- How well do the typeface enlargement buttons work?
- How well do users understand and move through the material contained in the six new health topics?

Answers to these questions will help NIA determine the current level of user satisfaction with the web site, as well as any design modifications that would achieve the highest degree of access and user satisfaction.

(2) The online focus group will be designed to answer the following questions about NIH Senior Health:

- (1) What are the users' general impressions and opinions of the web site?
- (2) What aspects of the web site do they especially like or dislike?
- (3) What recommendations would they make about the web site?
- (4) How likely would they be to visit the site again or recommend it to someone else?
- (5) What is their past behavior in searching for health information online?

Answers to these questions will help NIA determine the overall impressions of the web site by older adults and will provide indications of any areas of difficulty that may need to be addressed.

The contractor will work closely with NIA to determine appropriate questions for both the usability and online focus group studies and will provide NIA with opportunities to observe the testing sessions. The contractor will prepare separate reports for both studies using formats that make both usable as presentations. The contractor will prepare an appropriate schedule of milestones and deliverables.

G. EVALUATION FACTORS

1. Corporate Experience:

The contractor shall have experience in the following:

- Recruiting and remunerating subjects from target populations
- Preparing and conducting task analysis studies
- Preparing and conducting paper prototype tests, if needed
- Preparing and conducting survey questionnaires
- Preparing and conducting user interviews
- Recording and analyzing response data
- Evaluating health, medical or information-intensive sites
- Preparing *clear and concise* reports and presentations from the response data
- Making recommendations for modifications to web page layouts and navigation schemes and site language.

The contractor shall utilize their own pre-existing lists of potential study subjects for the purposes of recruitment, and be able to identify and recruit male and female subjects nationwide from both the “young-old” category (60-74) and in the “old-old” category (75 plus) who have experience using the Web.

The contractor shall be able to perform usability testing at their site or on the NIH campus. The contractor shall accommodate persons with disabilities either at their site or at the person’s home or office. The contractor shall be familiar with hardware and software used by persons with disabilities. The contractor shall be familiar with Section 508 of the Rehabilitation Act and its application to electronic media and web sites.

The contractor shall be able to conduct the online focus group so that NIA staff has the opportunity to observe the activity online in real time and also to direct inquiries to the facilitator during the session if necessary.

Clearances

All studies will be conducted in accordance with OMB regulations. No clearances are required.

2. Evaluation Process: The proposed evaluation procedures will be assessed by the NIA to determine the extent to which these procedures are likely to produce objective and meaningful feedback.

3. Price: While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

**TO # NICS-135 TITLE: "Usability and Online Focus Group
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PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method FFP

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR:_____

Signature

Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

RECOMMENDED:

FAX #

Signature - Project Officer

Date

APPROVED:_____

FAX #

Signature - Contracting Officer

Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER
AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS
COORDINATOR

APPROVED:_____

Fax 301-435-6101

Signature -Anthony M. Revenis, J.D., NIH-PICS Coordinator

Date